



Department Annual Report for Grants/University Relations Office

July 01, 2011 to June 30, 2012

Submitted by Jeanette C. Smith

Major Accomplishments:

- **Organizational:** No changes
- **Personnel:** The student position was reinstated
- **Programs:**

Grants: 9 written grant proposals totaling \$30, 881.45 were submitted. The library was awarded 7 grants and contracts totaling \$24,381.45. The “Library Grant and Gift Award” Web Page organized by agency was updated as well as the more detailed grants spreadsheet organized by fiscal year. An additional award of \$826 for FY 2010/2011 not reported last year was added to the spreadsheet as well. The library faculty was regularly informed of grant announcements and opportunities for grantsmanship training.

University Relations: The library newsletter was distributed in electronic format to the library staff, campus community, and the statewide and regional library community. The newsletter continues to garner compliments. Paper copies of the Fall 2011 and Spring 2012 newsletters were distributed to campus VIPs and major donors. Extra copies were printed in the spring for distribution to candidates for a number of library positions.

69 news releases were written, posted on the library news Web page and released through University Communications. The New Mexico Centennial was an important PR theme. The transition to the new WordPress Web editor was made at the beginning of Fall 2011. The new system has streamlined the process, particularly the adding of photos to news releases, and has made all releases searchable by keyword. An RSS feed for news releases and the regular posting of library news on the library’s Facebook page and via Twitter were also implemented at that time. The Library Show team, chaired by Jeanette, continued to create media for the monitor. Jeanette’s new video celebrating New Mexico’s Centennial was posted on the Web and shown on the monitor.

- **Strategic Goals/Targets:**

The objective of raising funds for the El dia de los Ninos celebration was again met with a Southwest and Border Cultures Institute award of \$1,704.65 for the 2013 programming. The objective of documenting organizational achievement was met by the transparent nature of announcing news releases, the newsletter, and grant/gift awards on the Web and other media.

Trends/Issues:

- **Trend:** The library has successfully entered the world of social media with the implementation of its Facebook and Twitter pages.
- **Issue:** Workload and the need for backup continued to be issues.



Significant Faculty/Staff Accomplishments:

- **Presentations:** Jeanette did a well received “author alcove” book talk for 30 people on her forthcoming book *The Laughing Librarian* at the New Mexico Library Association conference in April.
- **Publications:** Jeanette’s book **The Laughing Librarian: A History of American Library Humor** was published by McFarland in May.
- **Award:** Jeanette received the New Mexico State University Distinguished Achievement Professor Award in May.
- **Other:** Jeanette was appointed to the AMIGOS Fellowship and Opportunity Award Program Selection Committee (September 2011-May 2013). She continued to serve on the NMLA Education Committee, the SBCI board and the Mesilla Valley Jazz & Blues Society board.